

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Agriculture Department – Mass Media Support to Agriculture Extension Scheme to envisage and to utilize infrastructure of Doordarshan(DD) and All India Radio (AIR) to produce and transmit programmes and topics in Agriculture and allied fields – Constitution of District Level Committee at Adilabad – Orders – Issued.

AGRICULTURE AND COOPERATION (AGRI.V) DEPARTMENT

G.O.Rt.No.1157

Dated: 18-09-2008.
Read the following:-

1. G.O.Rt.No.695, Agri. & Coop. (FP.II) Dept., Dt. 15-07-2005.
2. Minutes of the Meeting of the State Level Committee of Mass Media Support to Agril. Extension held on 25-01-2008 in the chambers of Prl. Secy.(Agri.)
3. From the Dy. Secretary(Extn.), Govt. of India, Ministry of Agriculture, Deptt. Of Agri. & Coop.(Extn.Div.), New Delhi, Lr.No.f.No.2-1/2008-MM/Extn., Dt. 6-02-2008.
4. From the Commr. & Director of Agriculture, A.P. Hyderabad letter No. Prtg.(2)430/05, Dt. 03-06-2008.

ORDER:-

In the reference 4th read above, the Commissioner and Director of Agriculture, A.P. Hyderabad has stated that the Government of India issued directions for constitution of District Level Committee at Adilabad District as the FM station of AIR located at Adilabad District started producing and broadcasting Kisanvani programmes w.e.f. 01-05-2007 under the Scheme, Mass Media Support to Agriculture Extension. In the State Level Committee meeting held on 25-01-2008, it was decided to constitute District Level Committee at Adilabad under the Scheme, Mass Media Support to Agriculture Extension. He has therefore submitted the proposal for constitution of the District Level Committee at Adilabad.

2. Government after careful examination, hereby constitute the District Level Committee at Adilabad under the Scheme Mass Media Support to Agriculture Extension as follows:

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| 1. District Collector | - | Chairman |
| 2. The Chairman of the Agricultural Market Committee | - | Member |
| 3. Project Director, DRDA | - | Member |
| 4. The District Public Relation Officer | - | Member |
| 5. Joint Director (Animal Husbandry) | - | Member |
| 6. Divisional Forest Officer (Social Forestry) | - | Member |
| 7. Assistant Director / Deputy Director of Fisheries | - | Member |
| 8. Assistant Director / Deputy Director of Horticulture | - | Member |
| 9. Assistant Director / Deputy Director of Sericulture | - | Member |
| 10. Station-In-Charge of AIR Station | - | Member |
| 11. Engineering Head of the AIR Station | - | Member |
| 12. Training Organizer of the KVK. | - | Member |
| 13. One farmer to be nominated by the Chairman | - | Member |
| 14. One woman farmer to be nominated by the Chairman | - | Member |
| 15. One representative of Local NGO to be nominated by Chairman | - | Member |
| 16. One representative of Agriculture Input Industry to be nominated by Chairman | - | Member |
| 17. Joint Director of Agriculture | - | Member Secretary. |

(P.T.O.)

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3. The Mandate of the above Committee are as follows:-

- The Committee would formulate monthly guidelines for production of content which is of relevant to the area under the range of the transmitter.
- The Committee would review the programmes that have been broadcast over the last one month and suggest changes that may be necessary.
- In case of a crisis situation or a situation that the Chairman feels needs a daily intervention, the Committee will make suggestions at such intervals as may be necessary to address the crisis.
- The Committee will send quarterly reports to the State Level Committee / Central Apex Committee indicating the activities undertaken during the last three months, the suggestions made and the action taken on the same.

4. The Commissioner and Director of Agriculture, A.P. Hyderabad shall take necessary action in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

RACHEL CHATTERJEE,
PRINCIPAL SECRETARY TO GOVERNMENT.

To

The Commissioner & Director of Agriculture, A.P. Hyderabad.

All the Members concerned.(through C&DA., Hyderabad.)

Copy to:

The Under Secretary to G.O.I., Ministry of Agriculture,
Deptt. Of Agril. & Cooperation (Ext. Divn.,) Krishi Bhavan,
New Delhi.

Sf/Scs.

// FORWARDED :: BY ORDER //

SECTION OFFICER.